

FIG. 1

| | |
|---|---|
| <input type="checkbox"/> Net <input type="checkbox"/> Recommended <input type="checkbox"/> Newly-arrived <input type="checkbox"/> Market <input type="checkbox"/> Members <input type="checkbox"/> Connection | |
| Period: <input type="text" value="Thur. March 1 to Sat. March 31, 2001"/> 1774 cases <input type="text" value="148"/> | Top company's own information - List - Product group Another company's information - List Area information |
| Product: <input type="text" value="Snack food A"/> <input type="text" value="All business category"/> | <input type="text" value="1774 cases"/> <input type="text" value="Snack food A 601"/> <input type="text" value="Snack food B 148"/> <input type="text" value="Selling well because of free gifts 3"/> |
| Summary list The number of cases | Range: March 1 to March 31, 2001 1774 cases <input type="text" value="Snack food A 601"/> <input type="text" value="Snack food B 148"/> <input type="text" value="Selling well because of free gifts 3"/> |
| 1. Selling well because of wrapping 8 2. Selling well because of free gifts 3 3. Selling well because of CM effect 2 4. Selling well because of boards 2 5. Selling well because of good location 1 6. Selling well because of special sales 1 7. Selling well because of addition of samples 1 | Summary information: Selling well because of wrapping Selling well because of free gifts Selling well despite of wrapping Selling well despite of free gifts Index information: Product: Snack food A Stop name: Supermarket R Reporter: YAMAMOTO Date: March 21, 2001 |
| | Document data: Product arrangement. A strap was attached to snack food A as a free gift. A change was caused. Wrapping was tied. |
| | Summary information: Selling well because of wrapping Selling well because of free gifts Index information: Product: Snack food A Stop name: Q store Reporter: SUZUKI Date: March 2, 2001 |
| | Document data: The sales of snack food A are 300 a week, if wrapped and accompanied with goods |
| Summary information | |

FIG.2

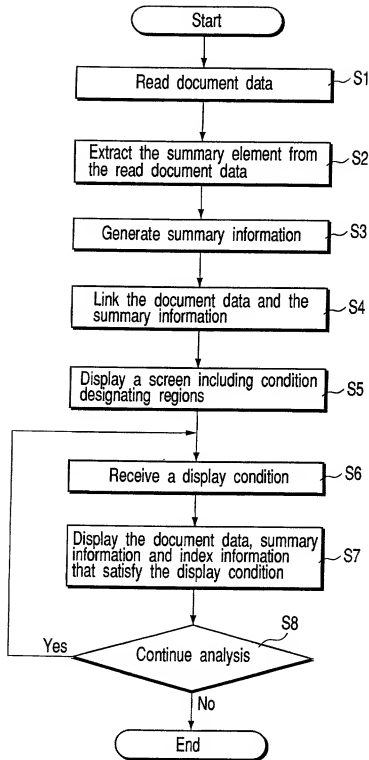
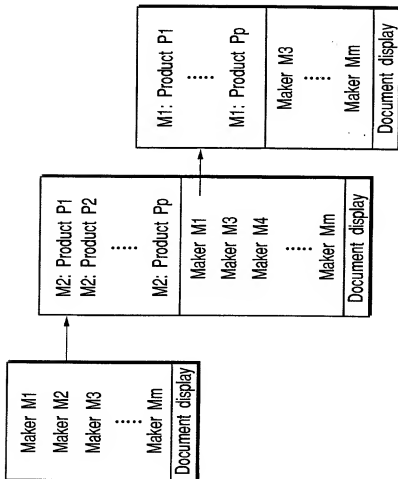
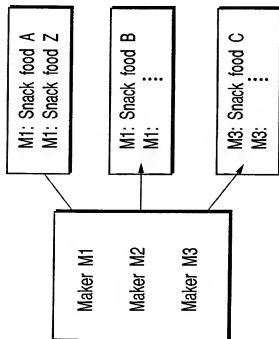
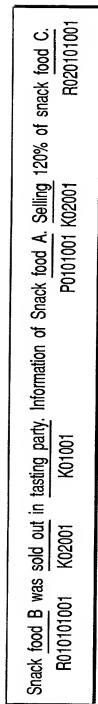


FIG. 3

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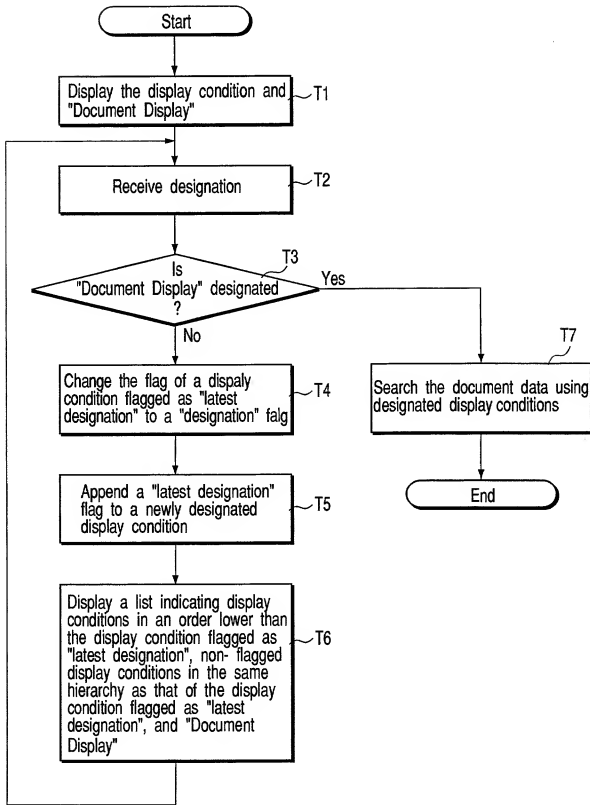


FIG. 7

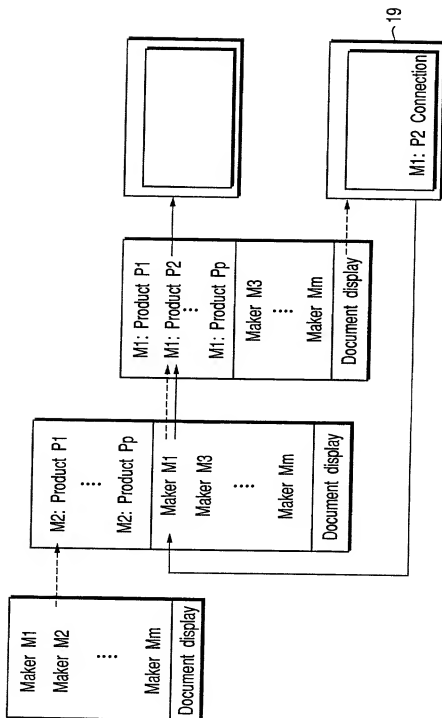


FIG. 9